

ABSTRACT

DIDIK PURWANTO, the customers positioning perception on franchise business of JAMUR CRISPY in Kabupaten Sleman Province of Yogyakarta. Under supervisor team are **SITI SYAMSIAR** and **BUDIARTO**.

The aims of this research are : (1) to analyze the franchise positioning of nine outlets of JAMUR CRISPY located in Sleman Regency using BCG Matrix Analysis. (2) to analyze the correlations of Marketing Mix consists of products, price, location, and promotion to positioning on marketing strategy of JAMUR CRISPY.

The method used in this research is by using primer data and secondary data which taken from franchise holder (franchisers), franchisee and customers. The conclusion, position ranked by four outlets of JAMUR CRISPY located in Seturan and Babarsari possessed the best positioning on BCG Matrix. Location Seturan has the highest sales rate in number (+20) and has a market share in point 0.6, while the location of Babarsari has the highest sales rate in number (+9) and has a market share in point 0.7. Then the test results with the product moment correlation showed a significant relationship between product, price, location and promotion correlations to positioning on franchise marketing strategy of JAMUR CRISPY. In a variable product (0.421) and location (0.474) have a relationship in the category of being and then at variable rates (-0.218) and promotion (0.357) have a relationship in the low category.

Key words : costumers perception, *marketing mixs*, *positioning*